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| Journal Name: | [**Journal of Economics, Management and Trade**](https://journaljemt.com/index.php/JEMT) |
| Manuscript Number: | **Ms\_JEMT\_138490** |
| Title of the Manuscript: | **Adoption of Marketing Strategies in Online Tutoring: A Systematic Literature Review** |
| Type of the Article | **Review Article** |

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| PART 1: Comments | | |
|  | Reviewer’s comment **Artificial Intelligence (AI) generated or assisted review comments are strictly prohibited during peer review.** | **Author’s Feedback** (It is mandatory that authors should write his/her feedback here) |
| **Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.** | **.The area explored is very important although neglected by the scientific community. These and other reasons are why most authors find it intricate to difference between some concepts or themes regarding marketing strategies. Aothor's recommendation should capture such assertions.** | Acknowledge the comments. |
| **Is the title of the article suitable?**  **(If not please suggest an alternative title)** | **The article is supposed to be more concerned with the relevance of service marketing strategies. But the author was limited to contributions on product marketing strategies. There is need for the author to get the two kinds of marketing strategies clear before publishing** | Suggested alternative title: Adoption of Service Marketing Strategies among Freelance Online Tutors: A Systematic Literature Review |
| Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here. | **There is need for the addition of service marketing components** | Three major themes of service marketing strategies emerged from the analysis: referral programs, testimonials and reviews, and digital marketing. |
| Is the manuscript scientifically, correct? Please write here. | It's quite okay in the scientific community | I made some improvements in the Manuscript.. |
| **Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.** | So far, the references are okay | Thanks, I made some additional corrections to the references. |
| Is the language/English quality of the article suitable for scholarly communications? | The English is quite comprehensive | Yes, I agree. |
| Optional/General comments | **See my comments above** |  |

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| **PART 2:** | | |
|  | **Reviewer’s comment** | **Author’s comment** *(if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)* |
| **Are there ethical issues in this manuscript?** | *(If yes, Kindly please write down the ethical issues here in details)* |  |